

WCCO-TV

90 SOUTH ELEVENTH STREET, . MINNEAPOLIS MN 55403-2450

WCCO-TV

AND

PAGE 1

24184	AGENCY (OR SERVICE) ACTING AS AGENT FOR 341903		ADVERTISER (OR AGENCY AND ADVERTISER)	
NAME	MENTZER MEDIA SERVICES		THOMAS PETERFFY	
AND	600 Fairmount Ave Ste 306		25 Conyers Farm Dr	
ADDRESS	Towson MD 21286-1002		Greenwich CT 06831-2736	
	USA		USA	
CONTACT	ANNE BRAUNSCHEIDEL		PRODUCT#1549 :60'S	
LOCAL SALESPERSON	Nicole Roy Pol	AGENCY EST. NO. 1549	PRODUCT CODE 1300	
NATIONAL SALESPERSON				
BROADCAST SCHEDULE STARTING 10/25/12 AND ENDING 11/06/12 NO. WEEKS: 2				

Cancellation Notice
Required
Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	00011..	2	05:58A	07:00A	60S	10/25/12-10/26/12	THIS MORNING	2	3000.00	6000.00
2	00001.0	1	10:00P	10:35P	60S	10/26/12-10/26/12	LATE NEWS M-F/SU	1	10000.00	10000.00
3	...1...	1	08:00P	09:00P	60S	10/25/12-10/25/12	PERSON OF INTEREST	1	16000.00	16000.00
41..	1	09:00P	10:00P	60S	10/26/12-10/26/12	BLUE BLOODS	1	11000.00	11000.00
52.	2	07:57A	09:00A	60S	10/27/12-10/27/12	SAT 8AM NEWS	2	1000.00	2000.00
61.	1	06:00P	06:30P	60S	10/27/12-10/27/12	SATURDAY 6P NEWS	1	4000.00	4000.00
71.	1	07:58P	08:58P	60S	10/27/12-10/27/12	CRIME TIME SATURDAY	1	4200.00	4200.00
81.	1	08:58P	10:00P	60S	10/27/12-10/27/12	48 HOURS MYSTERIES	1	6000.00	6000.00
91	1	05:58P	07:00P	60S	10/28/12-10/28/12	SIXTY MINUTES SUNDAY	1	20000.00	20000.00
101	1	10:35P	11:05P	60S	10/28/12-10/28/12	WCCO 4 NEWS AT 10:30	1	2600.00	2600.00
11	11000..	2	05:58A	07:00A	60S	10/29/12-10/30/12	THIS MORNING	2	3000.00	6000.00
12	10100.0	2	10:00P	10:35P	60S	10/29/12-10/31/12	LATE NEWS M-F/SU	2	10000.00	20000.00
13	..1....	1	09:00P	10:00P	60S	10/31/12-10/31/12	CSI:CRIME SCENE	1	13000.00	13000.00
14	01000..	1	05:58A	07:00A	60S	11/06/12-11/06/12	THIS MORNING	1	3000.00	3000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

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ITEM		DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
				FROM	TO						
Total Contract:									18		123800.00
Billing Summary											
						<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>		
Otr 4-12						81800.00	42000.00	.00	123800.00		
GRAND TOTAL									123800.00		

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